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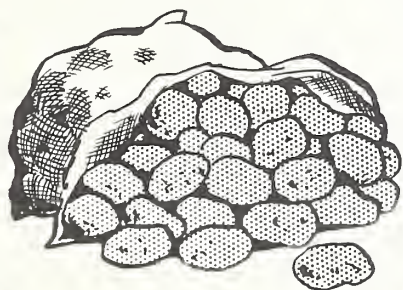
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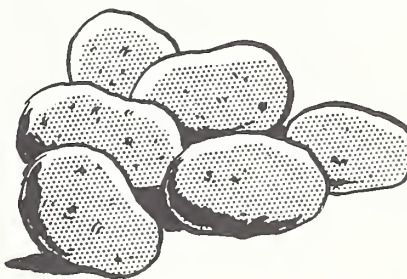
1964

Acreage Marketing Guides



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Summer Potatoes

AMG 38



Fall Potatoes

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March 1964

F O R E W O R D

Potato growers in the marketing year ahead will be called upon to supply the potato needs of 190 million consumers. In total, these consumers provide one of the largest, one of the most competitive, and potentially, one of the most rewarding potato markets in the world. Growers again will be challenged to provide enough but not too many potatoes for this market. If growers provide just enough potatoes, market rewards will be generous. But if they produce too many, market discipline in the form of depressed prices will follow. And growers will experience financial hardships as they have had in recent years.

In spite of rising yields per acre, total potato acreage has been maintained at a high level, and in most years, the total production has been substantially in excess of market needs. Surpluses have been the rule. Growers' prices have fluctuated sharply and potato farm income has been depressed. To help growers with their marketing problems, the Department has provided surplus removal assistance for each of the 1953 through 1963 crops except 1959.

The market for food potatoes is expanding slowly, about in line with growth in population. In the 1964 marketing year, it is estimated that total market needs can be met with a crop of 253 million hundredweight. This quantity, the National Marketing Guide, would be adequate to supply needs in food and seed markets, and allow for usual losses in the grading process and for shrinkage and waste.

1964 ACREAGE-MARKETING GUIDES
Potatoes - Summer and Fall Crops

INTRODUCTION

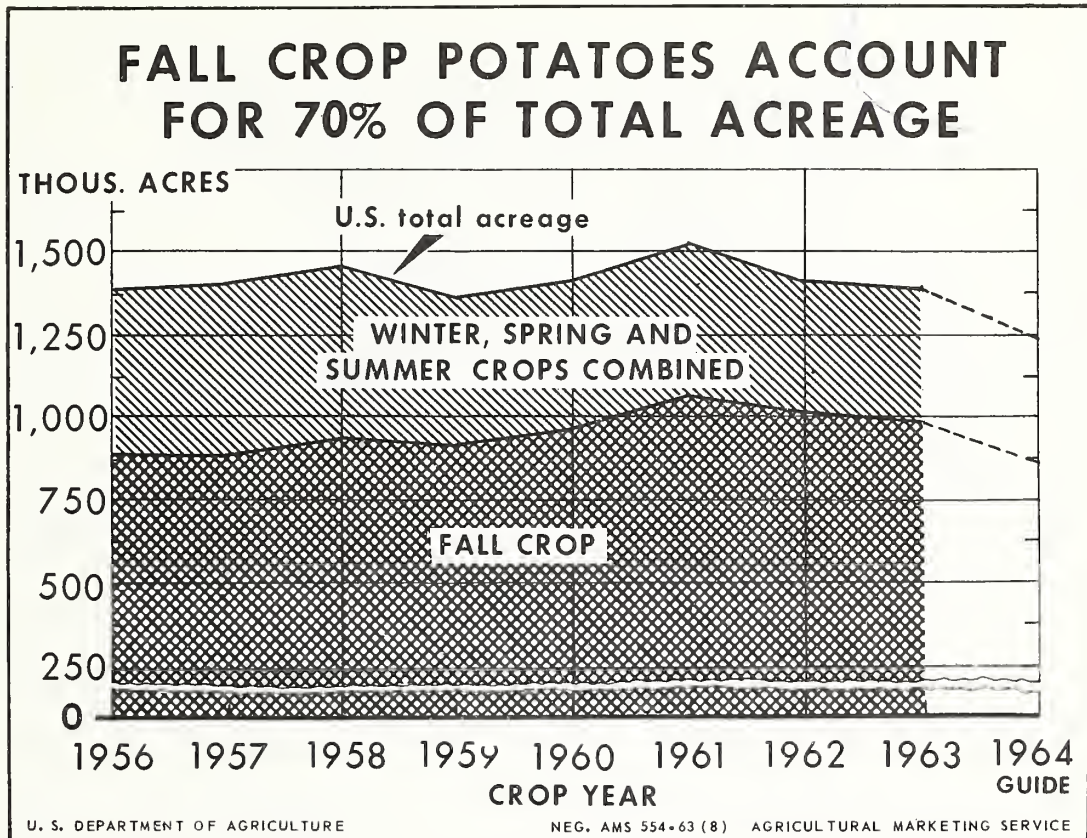
The basic objective of acreage-marketing guides is to bring about a needed change in planted acreage from that of the preceding year so that the resulting production will be in balance with market requirements. The performance of every potato producer has a bearing upon the ultimate market for this commodity. Therefore, to improve prospects for a successful season, each grower should adjust his own acreages in accordance with the individual State guide. For example, when it is recommended that the 1964 acreage in a State be reduced 4 percent from the acreage planted in 1963, every grower in that State should reduce his plantings by 4 percent.

The recommended acreage adjustments necessarily assume normal weather conditions, usual planting schedules, and normal marketing patterns. The recommendations also assume average yields in recent years will be obtained. With these conditions, production from the guide acreages would provide adequate supplies for all normal outlets under prospective demand conditions.

Before planting time, growers and processors should evaluate carefully their potential outlets. Potato producing areas which have developed local outlets such as starch processing facilities or livestock feeding programs for the utilization of culls and other low-grade potatoes have assured themselves of a valuable price stabilizer. Areas without such local outlets for the utilization of low-grade supplies should make efforts to establish them. The Department stands ready to provide guidance and suggestions for such endeavors.

POTATO LEVELS AND TRENDS

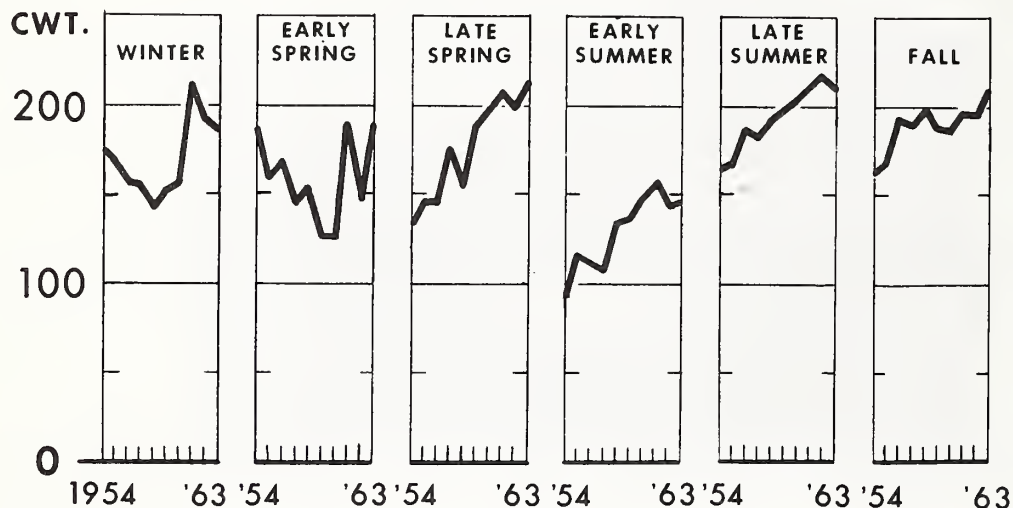
A review of levels, trends and relationships in the potato industry is provided in the charts and commentary on pages 5 through 16. These are some of the data that are evaluated in preparing the potato acreage-marketing guides.



Less than one-half of one percent of the Nation's cropland is used for growing potatoes. Total acreage planted to all crops has shown a sharp decline, particularly since 1955. But total potato acreage has been holding within a relatively narrow range. From 1956 through 1963, total plantings averaged approximately 85,000 acres above the USDA annual acreage guide recommendations. Since 1956, year-to-year changes in total potato acreage have averaged almost 5 percent. The percentage of the U.S. acreage planted for fall harvest increased from 64 percent in 1956 to 70 percent in 1963. The winter, spring and summer acreages combined, which totaled 505,700 acres in 1956, amounted to only 414,800 acres in 1963, a decline of 18 percent in the eight-year period. The divergent trends in seasonal acreages are expected to continue. However, the trends may not be as pronounced as those shown in recent years.

SEASONAL POTATO YIELDS PER HARVESTED ACRE

1954-63 Crop Years

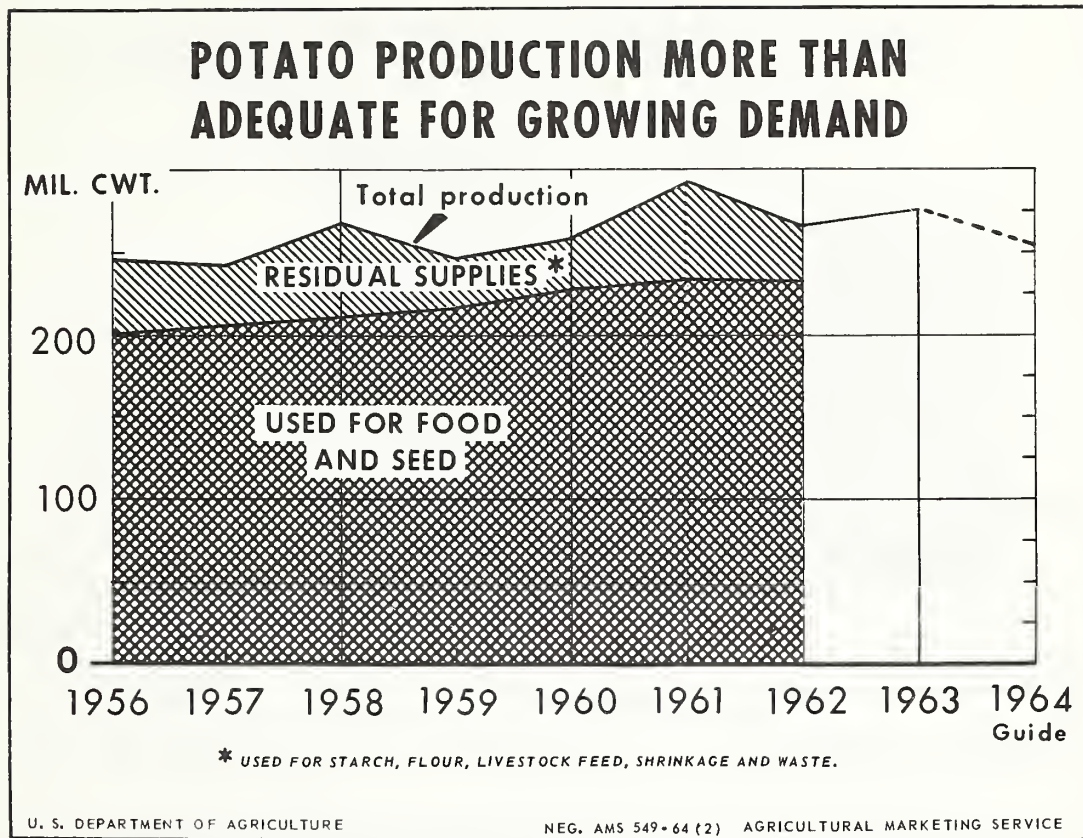


U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 645-64 (2) AGRICULTURAL MARKETING SERVICE

The U.S. average potato yield per acre, which has shown a long-term upward trend, was a record 202.5 hundredweight in 1963. This compared with 193.8 hundredweight in 1962, the prior record yield of 196.3 in 1961, and 150.8 in 1953. Since 1953, each of the seasonal crops has shown a sharp gain in average yield per acre.

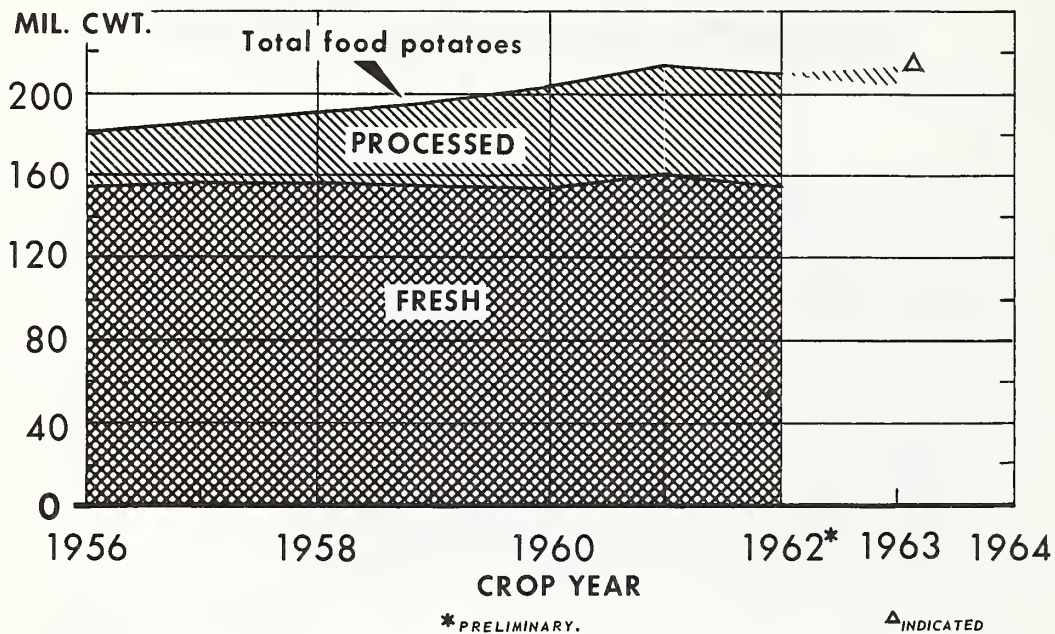
Factors which have contributed to the upward trend in yields include a shift to high-yield varieties, better seed, more fertilizer, more irrigation, wider use of pest controls, and improved machinery and equipment which have aided tillage practices. Probably the most important factor has been the decline in the use of marginal acreage or lands poorly suited for growing potatoes, and the shift to and increase in acreages in high-yield areas. Potato yields per acre are likely to continue to trend upward.



From 1956 through 1962, approximately 84 percent of the average potato crop was used for food and seed combined, and 16 percent was used in starch, flour and livestock feed outlets or was accounted for by shrinkage and waste. In 1958 and in 1961, total potato production was greatly in excess of basic needs for food and seed. But in the 1959 crop year, production was in close balance.

In the 1964 marketing year, it is estimated that markets can be adequately supplied with a crop of 253 million hundredweight. The marketing guide crop of 253 million hundredweight is 8 percent less than the 1963 output of 275.5 million, and 3 percent less than the 1956-62 average crop of 259.8 million.

POTATO CONSUMPTION; PROCESSED USE SHOWS INCREASE



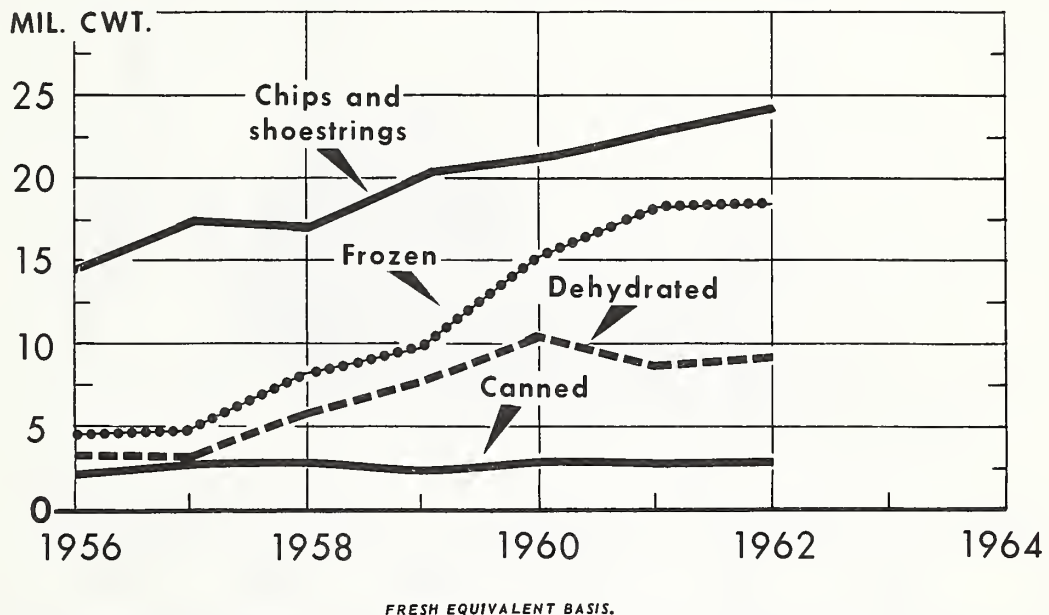
U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 558-63 (8) AGRICULTURAL MARKETING SERVICE

The fresh table market continues as the biggest outlet for potatoes. Total use of fresh supplies held within a narrow range from 1956 to 1962; average consumption was 156 million hundredweight. Since 1956, use of potatoes in farm households has declined sharply, from 9.3 million hundredweight in 1956 to 4.8 million in 1962. This has been due largely to the drop in the number of potato farms.

Since 1956, use of potatoes for processed foods has more than doubled, increasing from 24.7 million hundredweight in 1956 to 54.5 million in 1962. In 1962, 44 percent of the tonnage processed into food products was used for potato chips and shoestrings. Frozen products, largely frozen French fried, accounted for 34 percent, and dehydrated products, accounted for 17 percent. The remainder, 5 percent, was canned or used in soups and stews. In 1962, for each 100 pounds of potatoes consumed, 74 pounds consisted of fresh potatoes and 26 pounds consisted of processed items. Per capita consumption of potatoes currently is estimated at 110 pounds or more per year.

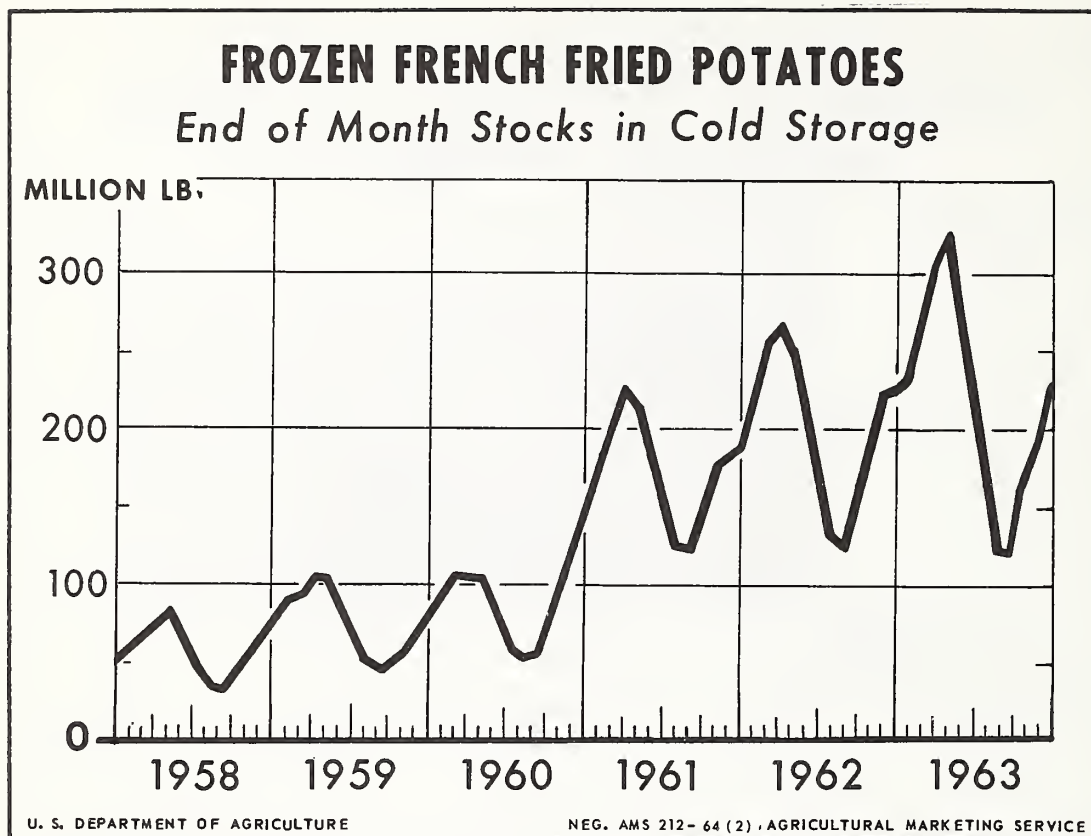
VOLUME OF POTATOES FOR FOOD PRODUCTS SHOWS GAIN



U. S. DEPARTMENT OF AGRICULTURE

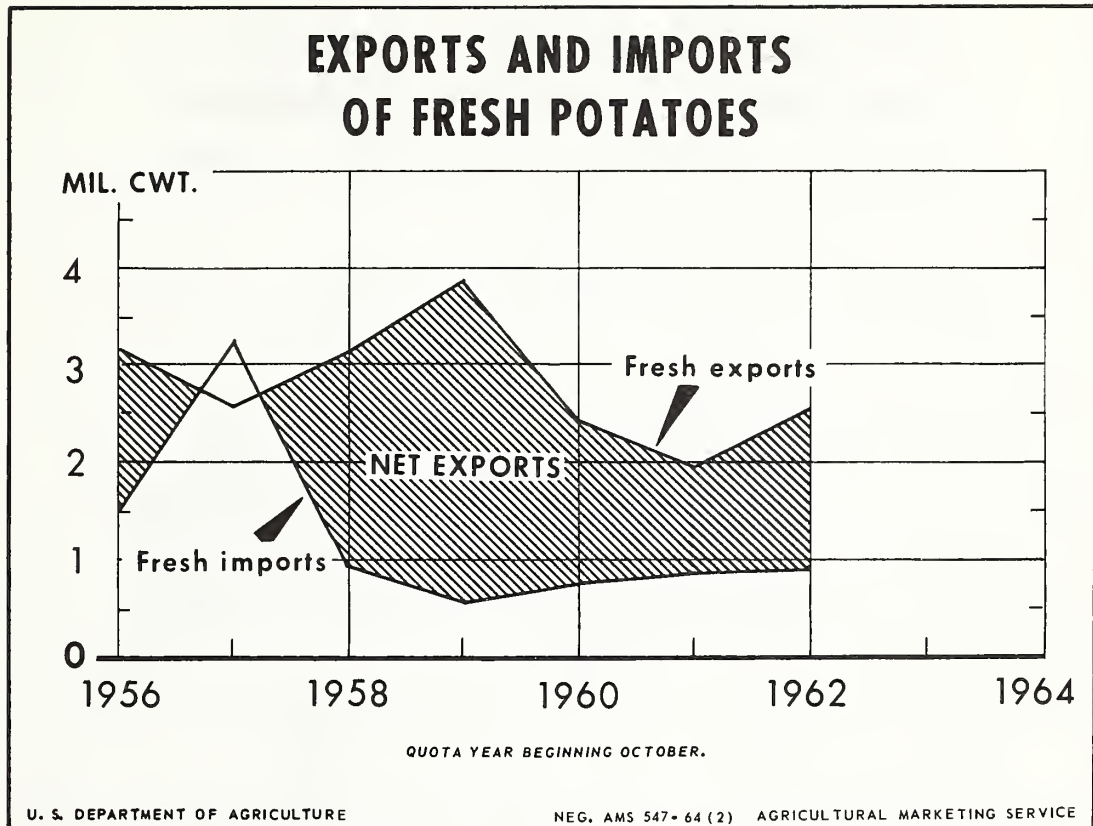
NEG. AMS 557-63 (8) AGRICULTURAL MARKETING SERVICE

The uptrend in the total quantity of potatoes used in food products continued in the 1962 crop year. This was due largely to the gain in potatoes used for chips. The total quantity of potatoes used in frozen products in 1962 was practically unchanged compared with a year earlier. The tonnage used for dehydrated products which dropped 16 percent in 1961, increased 9 percent in 1962. The total quantity of potatoes used for processed products is expected to continue to increase. Most likely, the rate of increase will be less pronounced compared with gains in recent years.



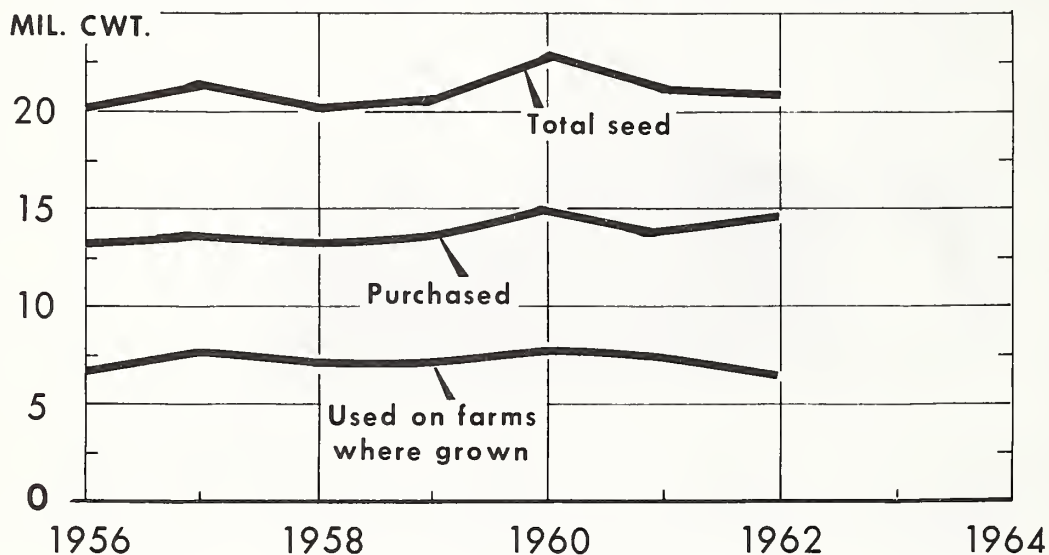
The pack of frozen potato products in 1962 amounted to 761.6 million pounds, according to the National Association of Frozen Food Packers. The pack in 1963 is expected to exceed that in 1962. The bulk of the frozen pack consists of French fried. Other products packed include such items as hash browns, puffs, patties, rissole, water blanched, baked, whipped, diced and shredded potatoes.

During 1963, changes in stocks of frozen French fried potatoes showed the usual seasonal pattern; stocks increased during the winter, peaked in the spring, declined sharply during the summer, and increased in the fall and early winter. As of January 31, 1964, frozen French fried stocks totaled almost 252 million pounds, 16 million more than a year earlier.



Foreign trade in potatoes has a relatively limited impact on the domestic market. In recent years most of this trade has been with Canada. In the past decade, potato exports exceeded imports in all quota years except 1957-58. Net exports have ranged from approximately one million hundredweight to three million. In the spring of 1958, high market prices in the U.S. resulted in an increase in imports from Canada and a decrease in sales to foreign countries; and in 1957-58, imports exceeded exports by 649,000 hundredweight. During January and early February, 1963 severe cold weather throughout western Europe temporarily limited the flow of supplies into markets. As a result, substantial quantities of Maine potatoes were shipped to Portugal (650,100 cwt.), Italy (551,900 cwt.) Belgium-Luxembourg (108,900 cwt.) the Netherlands (62,300 cwt.), and to Sweden (22,000 cwt.). In the 1962-63 quota year, almost 272,000 hundredweight were shipped to Argentina. Some domestic processed potatoes also have been shipped to foreign markets.

POTATO SEED USE STEADY; OFF-FARM PURCHASES GAIN

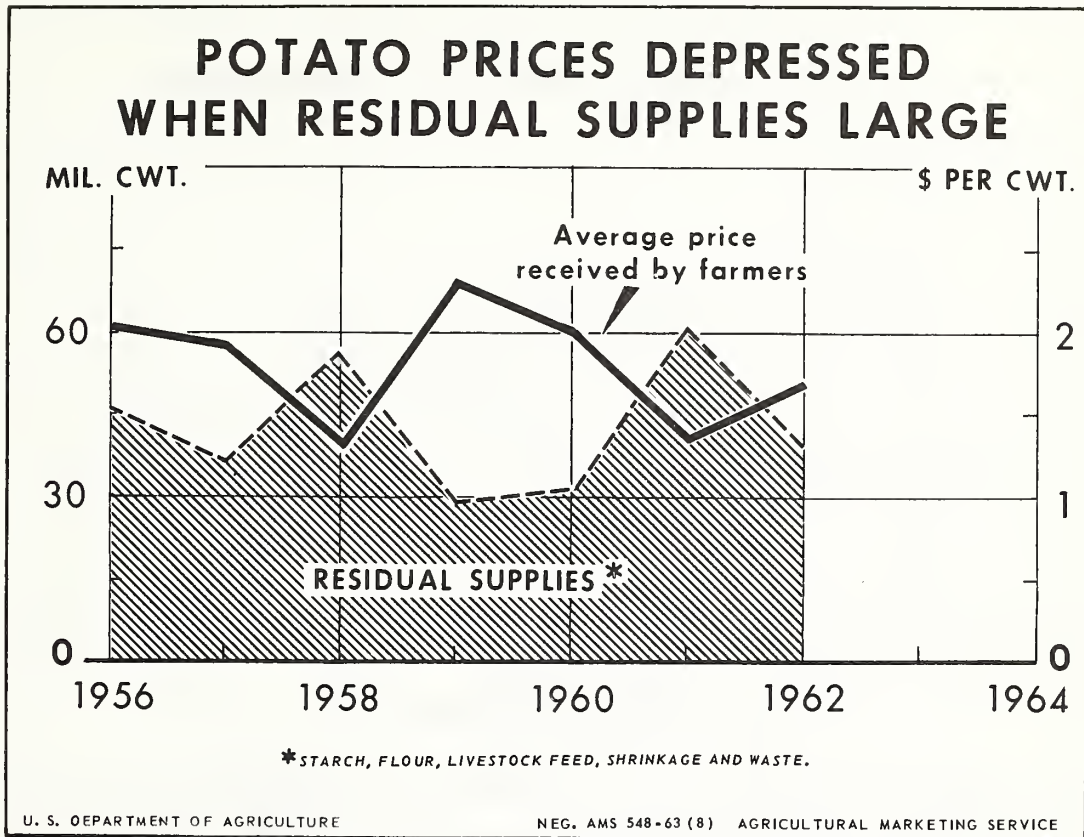


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NEG. AMS 551-63 (8) AGRICULTURAL MARKETING SERVICE

Total use of potatoes for seed has held within a narrow range. From the 1962 supply, growers used 20.9 million hundredweight to seed the 1963 crop of 1,318,800 acres; the average application was 15.9 hundredweight per acre.

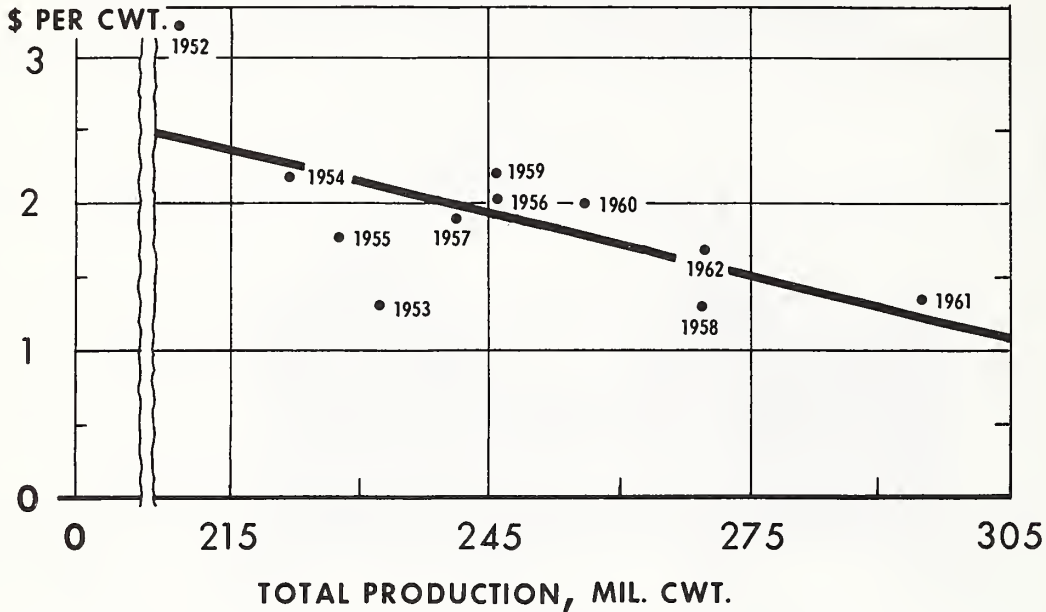
Production of certified seed in 1963 totaled 38.4 million hundredweight, according to reports assembled by the Crop Reporting Board from certifying agencies in 27 States. Maine, Idaho, Minnesota, North Dakota, California and Colorado in that order were the leading States in production; Maine produced 49 percent of the total, and Idaho, 13 percent. Varieties in order of importance were the Katahdin, Russet Burbank, Kennebec, Red Pontiac, Red LaSoda, Cobbler, White Rose, Norland, Chippewa, and Red McClure.



The so-called potato residual represents supplies in excess of food and seed needs and which are moved to starch, flour and livestock feed outlets, or are lost through shrinkage and waste. The total residual varies in the same direction as the size of the crop. Since 1956, the residual supply has ranged from approximately 30 million hundredweight to 60 million. Extremely high residual supplies resulted in the 1958 crop year, and again in 1961. In 1958, 23.5 million hundredweight, or 42 percent of the residual, was accounted for in the Section 32 diversion program, as was almost one-half of the 1962 residual. The residual supply from the 1963 crop is expected to approximate that in 1962; farmers' prices are expected to average slightly below the 1962 level.

Prices received by farmers show an inverse relationship with the total residual. Extremely large residual supplies result in continued pressure on prices, particularly during the fall marketing season. An objective of the USDA marketing guide is to bring about a balance in supply, and a reduction in the residual.

POTATO PRODUCTION AND AVERAGE PRICE RECEIVED BY FARMERS

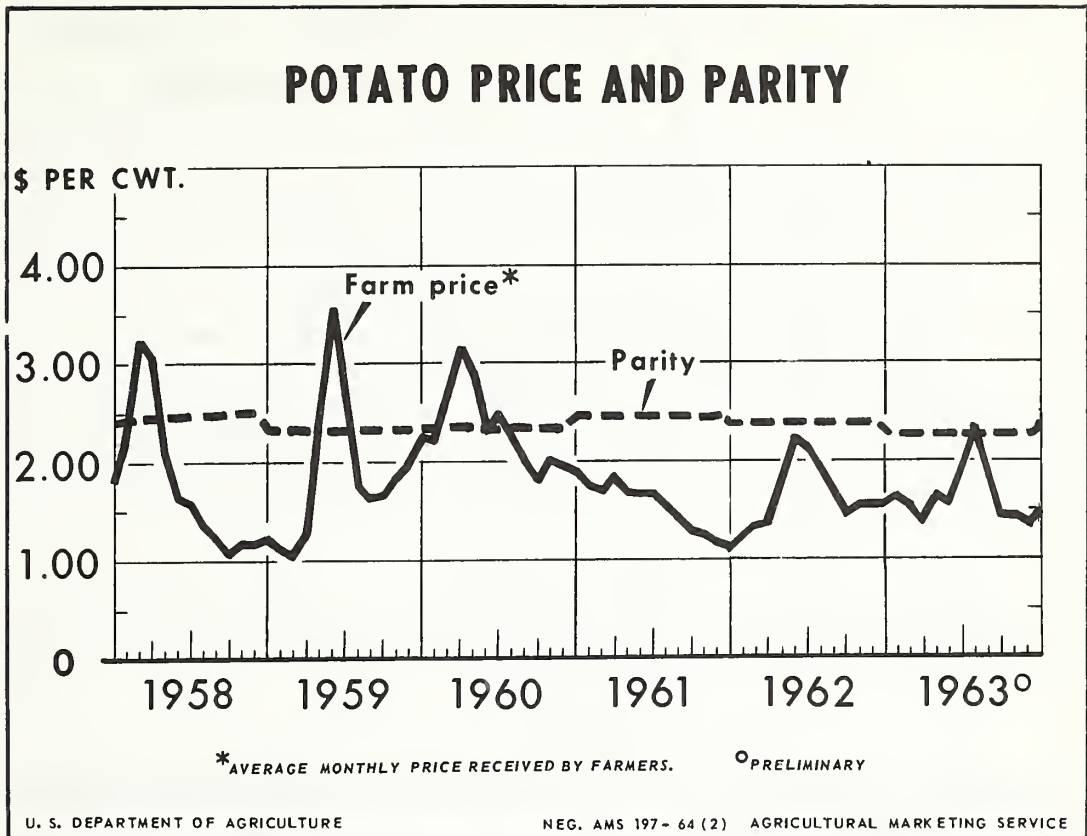


U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 550-63 (8) AGRICULTURAL MARKETING SERVICE

In the chart above, the black diagonal line represents the 1952-62 average relationship of potato production and the crop year average price received by farmers. For each one million hundredweight change in production, the computed change in price in the opposite direction is 1.45 cents per hundredweight. Based on these eleven observations, the 1963 crop of 275.5 million hundredweight could be expected to sell for an average price of approximately \$1.50 per hundredweight.

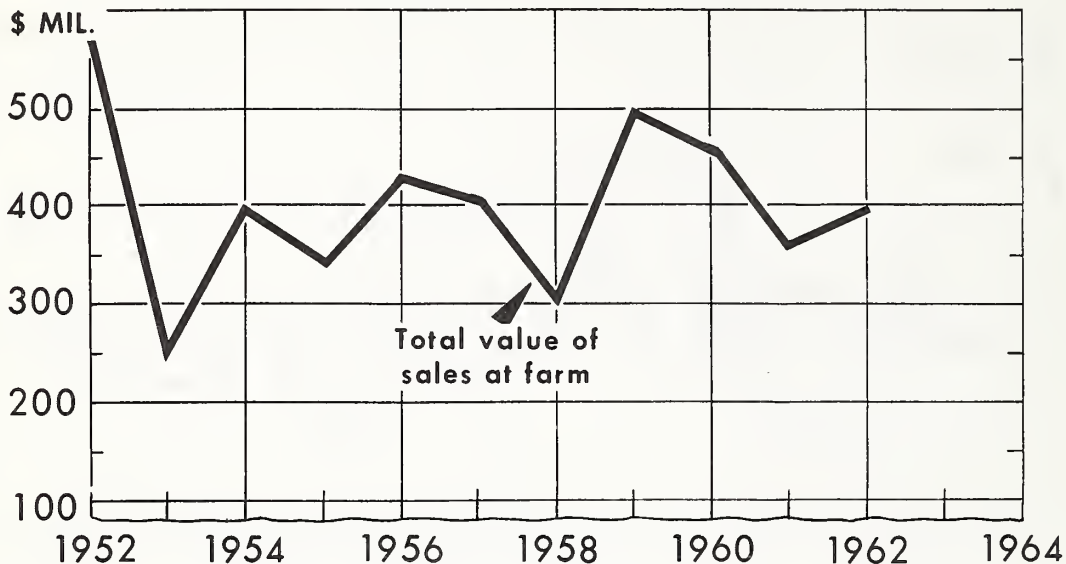
In 1952, U.S. potato production was relatively small, and followed the "short" 1951 crop which amounted to only 195.8 million hundredweight. A strong market prevailed during the 1952 shipping season, and the average price received by farmers was \$3.21 per hundredweight. The record 1961 tonnage of 293.6 million hundredweight (which was almost 100 million hundredweight more than the short 1951 crop) resulted in an average price to farmers of \$1.36 per hundredweight.



Prices received by farmers for potatoes showed sharp but temporary upswings in five of the six recent calendar years. Price peaks in 1962 and 1963 were substantially below the 1958-60 highs. The 1962 and 1963 price advances for fresh potatoes may have been checked because of competitive offerings of frozen and dehydrated potatoes. Inventories of these processed products, which were comparatively small through 1959, increased sharply in the 1960-63 crop years.

Prices received for potatoes are affected by a multitude of factors. These include the general level of production and resulting supply, the geographic distribution of supplies, the levels in varietal supplies (round whites, round reds and Russet Burbank) make-up of supplies as to size and quality, magnitude of seasonal overlap, availability and prospects of new crop supplies, and the level of supply in eastern Canada. Commingling with the foregoing factors are rate of fresh shipments into metropolitan markets, rate of shipments to or use by processors, level in inventories of frozen and dehydrated products, opinion of buyers, weather, and rate of diversion to starch and livestock feed outlets. Evaluations, opinions and decisions by farmers, shippers, wholesalers, retailers, and consumers make the prices that farmers receive.

SINCE 1953, AVERAGE POTATO CROP SOLD FOR \$383 MILLION



U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 560-63 (8) AGRICULTURAL MARKETING SERVICE

In the past decade potato growers' income fluctuated widely. From 1952 to 1953, for example, total value of sales dropped \$317 million or 56 percent; in 1959, value increased by \$186 million or by 61 percent compared with a year earlier. Between 1953 and 1962, year-to-year changes in the total farm value of potato sales averaged 28 percent.

Gross income per potato farm has shown a gain in the past decade. This has been due partly to the decline in the total number of potato farms and partly to gains in the quantity sold on the remaining farms. In 1954, for example, 24,674 potato farms each growing 10 or more acres of potatoes received the bulk of the estimated \$400 million of sales. In 1959, there were only 19,988 farms, 10 acres or larger, and these farmers received most of the \$500 million of sales.

In producing their crop, potato farmers have shifted away from on-farm resources to off-farm. Farmers have increased their use of purchased inputs, such as fertilizer and machinery. These costs tend to over-shadow the relatively fixed cost inputs, such as land and labor. This shift to purchased inputs has resulted in a more vulnerable financial position for farmers. The sharply fluctuating potato market has resulted in financial hardships.

THE NATIONAL GUIDE FOR POTATOES

In the development of the national guide for potatoes, the procedure is to establish a balance sheet showing production and utilization by outlets in past crop years. Levels and trends in use are carried forward to determine probable needs in the crop year ahead. The sum of probable uses establishes the national marketing guide. The national guide is then allocated to the seasonal crops and to States and areas within the seasonal group on the basis of relationships in past crop years.

The principal uses of potatoes are: (1) food, fresh and processed; (2) seed, produced on-farm or purchased from other farmers; and (3) disposition of low quality or surplus quantities to starch and livestock feed outlets, plus use on farms for livestock feed, and shrinkage, waste and loss (the residual). In the 1964 marketing year, the estimated quantities of potatoes needed for each of these principal uses are listed below, as are the 1961-62 averages.

Utilization items	: Marketing guide, : : 1964 : <u>Million cwt.</u>	Average 1961-62 <u>Million cwt.</u>
Food	212.8	210.3
Seed	20.0	21.1
Residual	<u>20.2</u>	<u>48.7</u>
Total	253.0	280.1

SEASONAL AND STATE GUIDE ALLOCATIONS

The marketing guide was allocated to seasons and to States and areas within the seasonal group on the basis of a uniform percentage of the 1960-63 average production. This step resulted because the sum of the average production by State and area exceeded the marketing guide target. The resulting marketing guide for each State and area was translated into respective acreage guides by dividing the marketing guide by an estimated 1964 yield per acre. The estimated guide yield for each State is the average of the two highest yields per acre in the four years, 1960-63. Where necessary, the resulting acreage guides were adjusted so that guides for all States fell within a range of 85 to 100 percent of the preceding (1963) year's acreage. Shown below are the 1964 seasonal marketing guides and the average seasonal production.

Season	: Marketing guide, :		Average production,	
	: 1964 :		1960-63	
	<u>1,000 cwt.</u>		<u>1,000 cwt.</u>	
Winter	3,786		4,064	
Early Spring	4,449		4,174	
Late Spring	22,722		24,948	
Early Summer	12,834		13,860	
Late Summer	32,062		34,624	
Fall	177,147		191,648	
Total	253,000		273,318	

Excluding the Early Spring crop, the seasonal marketing guides average 92.3 percent of the 1960-63 base production. The Early Spring marketing guide is greater than the base production due to the general acreage guide recommendation for 1964 that changes in acreages be no greater than a reduction of 15 percent.

The seasonal acreage guides for 1964 with comparisons are listed below.

Season	:	:	Acreage	:Guide acreage
	:	Planted acreage	:	guide
	:	1962	:	1964
	:	1963	:	:1964 as percent
	:		:	:1963 planted
	----	<u>1,000 acres</u>	----	<u>Acres</u>
				<u>Percent</u>
Winter	21.8	20.4	19,900	98
Early Spring	24.4	28.6	24,260	85
Late Spring	109.4	114.8	106,420	93
Early Summer	88.2	87.5	81,150	93
Late Summer	158.1	163.5	147,950	90
Fall	1,005.9	961.1	869,120	90
U. S.	1,407.8	1,375.9	1,248,800	91

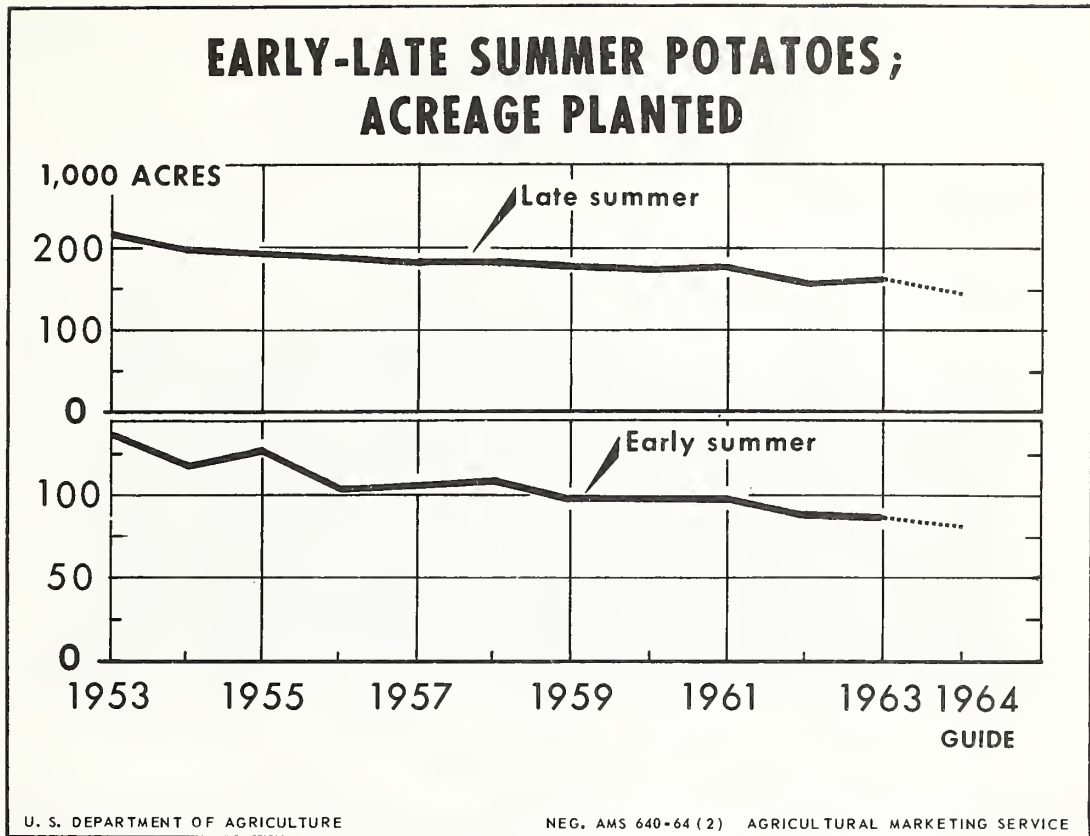
Acreage guides for summer and fall States are shown on the following page. The marketing guides are shown on page 20.

1964 POTATO ACREAGE GUIDES
SUMMER AND FALL CROPS AND SUMMARY

Season and State	: 1964 acreage guide	: 1964 guide as percentage change from 1963 planted	Season and State	: 1964 acreage guide	: 1964 guide as percentage change from 1963 planted
	<u>Acres</u>	<u>Percent</u>		<u>Acres</u>	<u>Percent</u>
<u>Early Summer:</u>			<u>Fall:</u>		
Missouri	4,430	- 2	Maine	128,960	- 9
Kansas	2,400	0	New Hampshire	1,530	- 4
Delaware	8,640	- 9	Vermont	2,100	0
Maryland	2,710	-10	Massachusetts	4,490	- 4
Virginia:			Rhode Island	3,800	- 3
Eastern Shore	19,450	-14	Connecticut	6,000	- 8
Norfolk	500	0	New York, L.I.	26,500	0
Other	3,280	- 9	New York, Upstate	38,200	-13
Total Virginia	23,230	-13	Pennsylvania	32,640	- 6
North Carolina	4,500	0	8 Eastern-Fall	244,220	- 8
Georgia	750	- 6			
Kentucky	8,770	- 3	Ohio	9,500	- 6
Tennessee	7,210	- 4	Indiana	3,840	- 6
Texas	10,800	- 8	Michigan	35,300	- 9
California	7,710	- 4	Wisconsin	27,590	-10
Total E. Summer	81,150	- 7	Minnesota	93,980	-10
			Iowa	3,000	0
<u>Late Summer:</u>			North Dakota	103,960	-10
Massachusetts	1,860	- 2	South Dakota	5,370	- 4
Rhode Island	1,160	- 3	Nebraska	8,180	- 9
New York, L.I.	8,930	-15	9 Central-Fall	290,720	-10
New Jersey	15,960	- 6			
Pennsylvania	3,190	- 3	Montana	6,930	-14
Ohio	4,120	- 6	Idaho	208,920	-10
Indiana	3,110	-14	Wyoming	3,390	- 1
Illinois	2,710	-13	Colorado	43,380	- 7
Michigan	6,630	-15	Utah	8,160	- 9
Wisconsin	19,980	-15	Nevada	1,530	-15
Minnesota	6,040	-15	Washington	18,090	- 7
Nebraska	3,660	-15	Oregon	22,950	-15
Maryland	1,370	- 2	California	20,830	-15
Virginia	2,380	-15	9 Western-Fall	334,180	-10
West Virginia	7,770	- 3			
North Carolina	2,560	-15	Total Fall	869,120	-10
Idaho	10,630	-15	Total Winter	19,900	- 2
Colorado	9,500	0	Total Spring	130,680	- 9
New Mexico	2,500	0	Total Summer	229,100	- 9
Washington	16,830	- 9	Total Fall	869,120	-10
Oregon	9,500	0	U. S.	1,248,800	- 9
California	7,560	- 7			
Total L. Summer	147,950	-10			

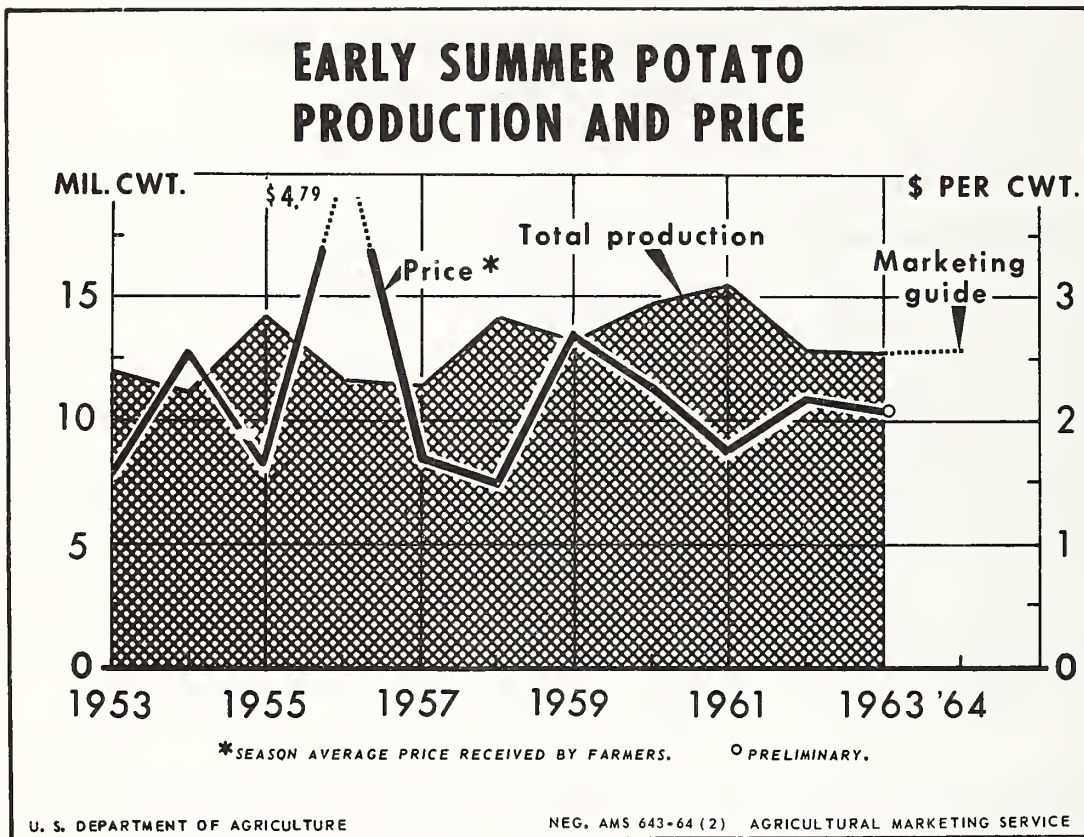
1964 POTATO MARKETING GUIDES
SUMMER AND FALL CROPS AND SUMMARY

Season and State	:	Marketing guide 1964	:	Season and State	:	Marketing guide 1964
		<u>1,000 cwt.</u>				<u>1,000 cwt.</u>
<u>Early Summer:</u>				<u>Fall:</u>		
Missouri		399		Maine		34,045
Kansas		197		New Hampshire		299
Delaware		1,918		Vermont		374
Maryland		379		Massachusetts		996
Virginia:				Rhode Island		995
Eastern Shore		3,306		Connecticut		1,393
Norfolk		65		New York, L. I.		7,367
Other		243		New York, Upstate		8,710
Total Virginia		3,614		Pennsylvania		6,462
North Carolina		549		8 Eastern-Fall		60,641
Georgia		41				
Kentucky		614		Ohio		1,834
Tennessee		606		Indiana		892
Texas		1,880		Michigan		6,636
California		2,637		Wisconsin		6,043
Total E. Summer		12,834		Minnesota		11,560
				Iowa		426
<u>Late Summer:</u>				North Dakota		12,995
Massachusetts		386		South Dakota		553
Rhode Island		226		Nebraska		1,660
New York, L. I.		2,429		9 Central-Fall		42,599
New Jersey		4,071				
Pennsylvania		653		Montana		1,206
Ohio		700		Idaho		44,292
Indiana		597		Wyoming		536
Illinois		244		Colorado		9,370
Michigan		1,021		Utah		1,338
Wisconsin		3,796		Nevada		329
Minnesota		942		Washington		5,464
Nebraska		552		Oregon		5,852
Maryland		137		California		5,520
Virginia		190		9 Western-Fall		73,907
West Virginia		536				
North Carolina		346		Total Fall		177,147
Idaho		2,678		Total Winter		3,786
Colorado		1,938		Total Spring		27,171
New Mexico		435		Total Summer		44,896
Washington		5,183		Total Fall		177,147
Oregon		2,469		U. S.		253,000
California		2,533				
Total L. Summer		32,062				



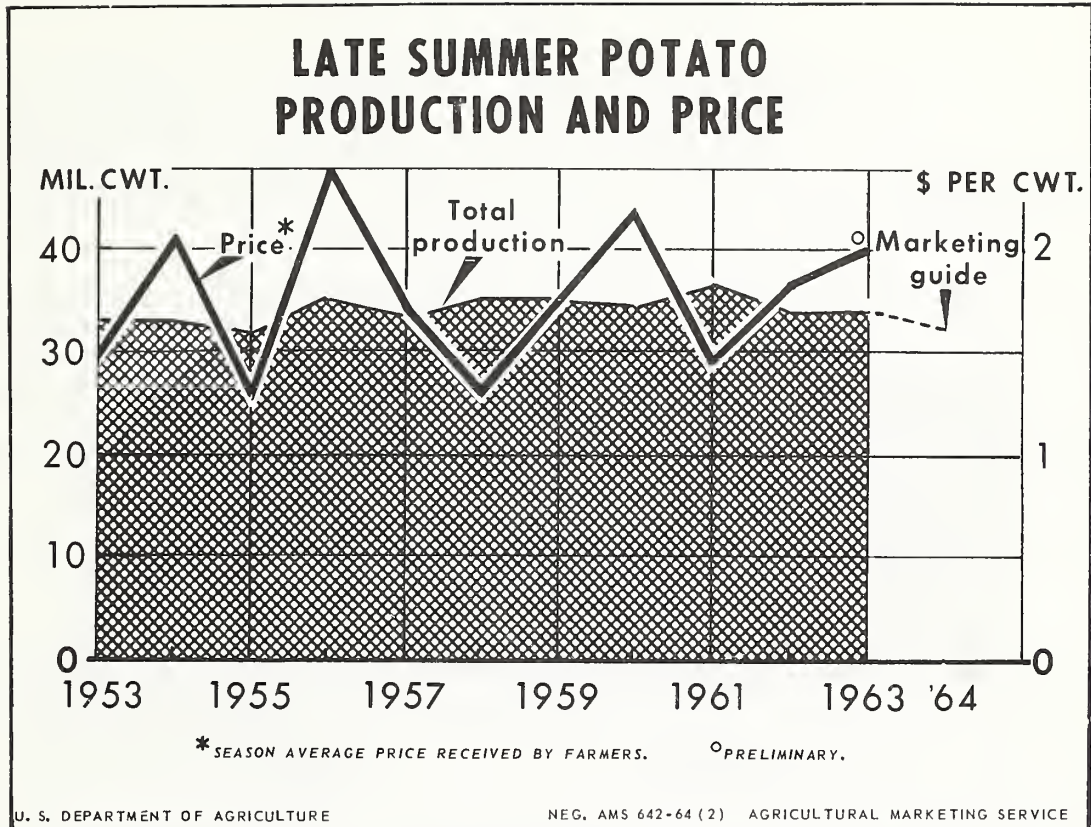
The total acreage of early summer potatoes was reduced slightly in 1963, continuing the long-term downward trend. The Eastern Shore area of Virginia accounted for 26 percent of the seasonal acreage; slightly more than 13 percent originated in Texas, 11 percent in Delaware, 10 percent in Kentucky, and 9 percent in California. The early summer acreage guide for 1964 is 81,150 acres, 7 percent less than the 1963 total of 87,500 acres.

Total late summer acreage was increased 3 percent in 1963. Wisconsin accounted for 14 percent of the total acreage in 1963; 11 percent originated in Washington, 10 percent in New Jersey, and almost 8 percent in Idaho. Comparatively important acreages originate also on Long Island, and in Michigan, Minnesota, Colorado, Oregon and California. The late summer acreage guide for 1964 is 147,950, 10 percent less than the 1963 total of 163,500 acres.



Most of the early summer crop is harvested and sold between July 1 and mid-August. In 1963, early summer production accounted for 4.6 percent of the U.S. total crop. In the past two crop years, early summer production has shown relatively good balance. But partly offsetting to this balance has been the overlap of shipments from spring areas, particularly North Carolina, California and Alabama, and late season movement out of storage areas, particularly Maine. In addition, offerings of processed potatoes have made inroads on the demand for fresh summer supplies. In 1964, growers of early summer potatoes can expect a repetition of much of the market competition experienced in 1963.

If the recommended acreage is planted (81,150 acres), and if the estimated yields per acre are obtained, early summer production in 1964 would total 12.8 million hundredweight, 2 percent more than in 1963, but 9 percent less than the 1958-62 average.



Total acreage of late summer potatoes has trended downward since the early 1950s. Significant reductions in acreage have occurred on Long Island, New Jersey and in California. In 1963, growers harvested 161,800 acres. This was 24 percent less than the 1953 total of 212,200 acres. In the past decade, the downward trend in acreage was about offset by an upward trend in yield per acre and, as a result, production has held within a narrow range.

The crop originates largely in the northern tier of States. In the East, production is concentrated in New Jersey and on Long Island. Wisconsin, Minnesota and Michigan are the leading producers in the Midwest. Comparatively large supplies originate in western Idaho, eastern Oregon, Washington, California and northern Colorado. In the West, fields for earliest harvest are seeded to round red and long white varieties. Fields for later harvest are seeded to the Russet Burbank variety. In the central and eastern states, round white varieties predominate.

Most of the late summer supply is sold fresh for table use. Potato chippers, who draw on supplies in many areas, also provide an important outlet for

growers. In the West, local processors have been utilizing some quantities for frozen and dehydrated products. A small percentage of the total crop is used for food and seed on farms where grown.

In 1963, late summer production amounted to 34.1 million hundredweight. This compared with 33.7 million in 1962, and the 1957-61 average of 34.8 million. Washington, New Jersey, Wisconsin, and Idaho, in that order were the leading States in production. Due partly to good timing in harvests, market tone for potatoes was strong in the late summer of 1963; growers' prices averaged at a high level in August but declined sharply in September.

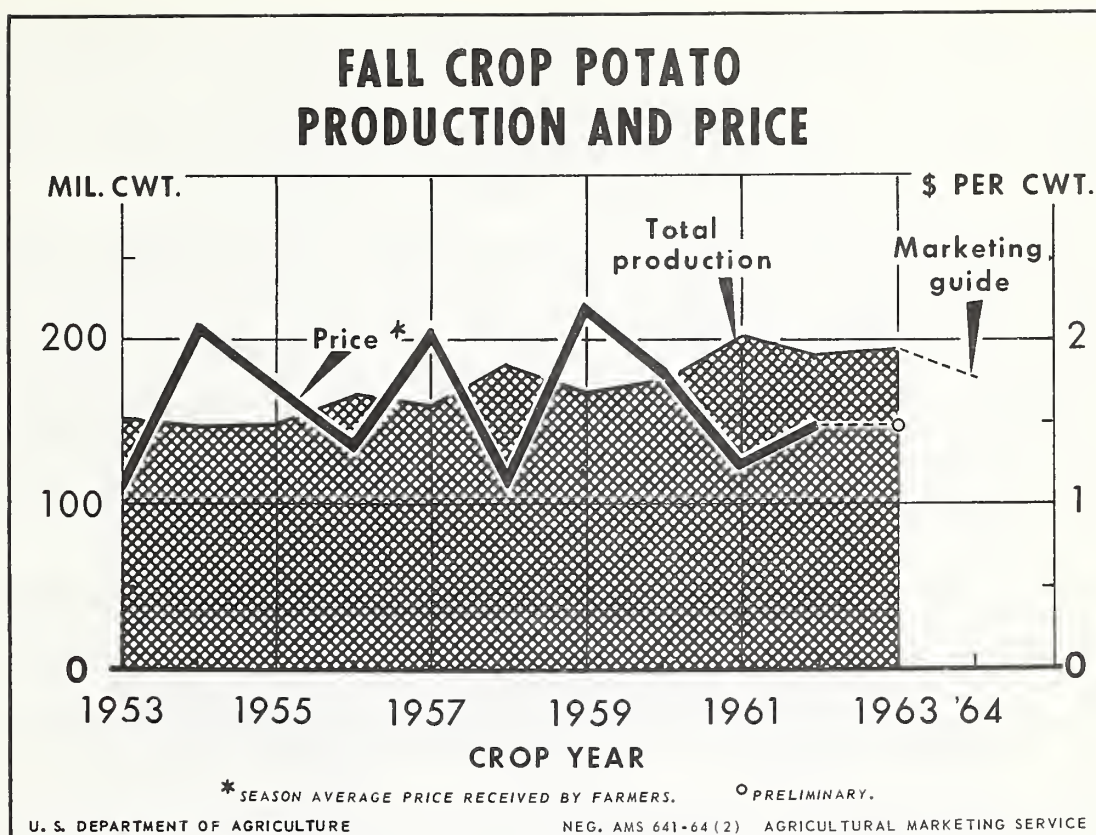
During July, dry weather in north central and eastern producing areas resulted in some reduction in yields per acre. Generally good yields were obtained in western States. In Colorado, August rains resulted in delay in harvests. Due to favorable markets, growers on Long Island and in Washington dug some acreages intended for fall harvest. The bulk of the New Jersey crop was marketed in the late summer and the supply carried in storages was less than a year earlier. In Idaho, a part of the acreage was contracted for by processors, and out-of-State marketings were light. In Washington, total shipments to fresh market in 1963 were moderately higher than in 1962, but the tonnage utilized by freezers was substantially less.

Demand for late summer potatoes in 1964 is expected to be as strong as in 1963. Growers can expect significant competition from overlapping shipments from early summer areas and from expected adequate offerings of frozen and dehydrated potatoes. In addition, supplies will develop from harvests of early fields of fall crop potatoes.

If the recommended guide acreages are planted, and if the estimated yields are obtained, late summer production in 1964 would total 32.1 million hundredweight, 6 percent less than the 1963 crop.

For the 1964 late summer crop, recommendations are for an acreage 15 percent less than in 1963 in New York (Long Island), Michigan, Wisconsin, Minnesota, Nebraska, Virginia, North Carolina and Idaho, 14 percent less in Indiana, 13 percent less in Illinois, 9 percent less in Washington, 7 percent less in California, 6 percent less in New Jersey and Ohio, 3 percent less in Rhode Island, Pennsylvania, and West Virginia, and 2 percent less in Massachusetts and Maryland. An acreage in 1964 equal to that in 1963 is recommended for Colorado, New Mexico and Oregon. If the recommended acreages are planted and if the estimated yields per acre are obtained, production in 1964 would total 32.1 million hundredweight compared with 34.1 million in 1963.

Recommendations for acreage reduction in many of the States producing potatoes for summer and fall harvest are due to one or more of the following factors: (1) the U.S. total and seasonal marketing guides for 1964 call for a moderate cut in production; (2) the State's acreage in 1963 exceeded that in 1962; and (3) the State's yield per acre has shown a pronounced upward trend.



Fall Crop: Total acreage of fall potatoes showed an erratic upward trend during the 1950s, peaking in 1961. Plantings were reduced in 1962 and again in 1963; total plantings in 1963 were 3 percent less than in 1962, and 9 percent less than in 1961. Average yield per acre has shown a long-term upward trend, and in 1963, a record high yield for the seasonal crop of 206.2 hundredweight was produced, almost 11 hundredweight more than in 1962. As compared with a year earlier, the increase in average yield more than offset the 3 percent cut in acreage and total production was 195.9 million hundredweight, 2.5 percent more than in 1962. In 1963, 71 percent of the U.S. crop originated in the fall States.

The fall crop is raised throughout the northern tier of states and in California. The bulk of the crop is dug in September, October and November, placed in storages, and marketed during the following winter and spring. In 1963, Idaho, Maine, New York, North Dakota and Minnesota in that order, led in fall production. Round white varietal production predominates in the eastern states. Round whites and round reds are about of equal importance in the Midwest. The Russet Burbank variety accounts for most of the production in the West except in Colorado where both round red varieties and Russets are produced. Acreage of Russet type potatoes has increased in Wisconsin, and small acreages of Russets are grown on Long Island and in Maine.

In 1963, total production in the 8 eastern States accounted for 33.6 percent of the total fall tonnage; the 9 central States produced 22.6 percent, and the 9 western States, almost 43.8 percent. The percentage of the 1963 crop originating in the eastern and central States was slightly below the levels in 1962, and as a result, the percentage of the crop in the West increased from almost 40 percent in 1962 to 43.7 percent in 1963.

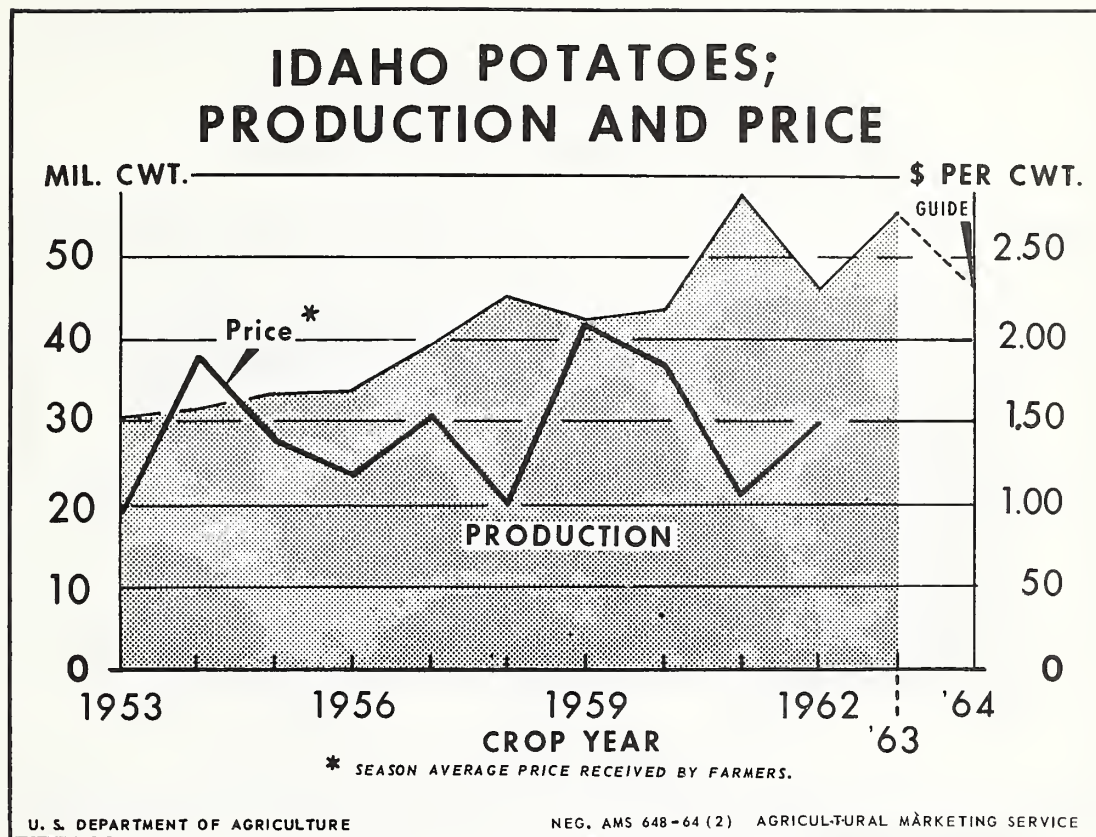
Fall production in 1963 of 195.9 million hundredweight exceeded the USDA guide of 177.5 million hundredweight by 10 percent or by 18.4 million hundredweight. As a result of the large fall supply, market prices have been under pressure in the fall and winter of 1963-64. Prices received by farmers for fall potatoes in the October-January period averaged \$1.43 per hundredweight. In the like months in 1962-63, prices averaged \$1.53. Disappearance of 1963 fall crop potatoes from time of harvest to February 1, 1964 was indicated to be 105.1 million hundredweight. This was 7.5 million hundredweight more than in the like period of 1962-63 but 2.4 million less than the record disappearance in 1961-62.

Demand for fall crop potatoes in the 1964-65 marketing year is expected to be as strong in the current year. The quantity of potatoes sold in table-stock outlets is expected to approximate the 1963-64 total. Demand for potatoes for the manufacture of processed products may be stronger than in the current year. However, such demand will be significantly influenced by market responses experienced in the remainder of 1963-64 season.

For the 1964 fall crop, recommendations are for an acreage 15 percent less than in 1963 in Oregon, California, and Nevada, 14 percent less in Montana, 13 percent less in Upstate, New York, 10 percent less in Wisconsin, Minnesota, North Dakota and Idaho, 9 percent less in Maine, Michigan, Nebraska and Utah, 8 percent less in Connecticut, 7 percent less in Colorado and Washington, 6 percent less in Pennsylvania, Ohio, and Indiana, 4 percent less in New Hampshire, Massachusetts and South Dakota, 3 percent less in Rhode Island and one percent less in Wyoming. An acreage in 1964 equal to that in 1963 is recommended on Long Island, New York and in Vermont and Iowa. If the recommended acreages are planted and if the estimated yields are obtained, fall production in 1964 would total 177.1 million hundredweight compared with 195.9 million in 1963.

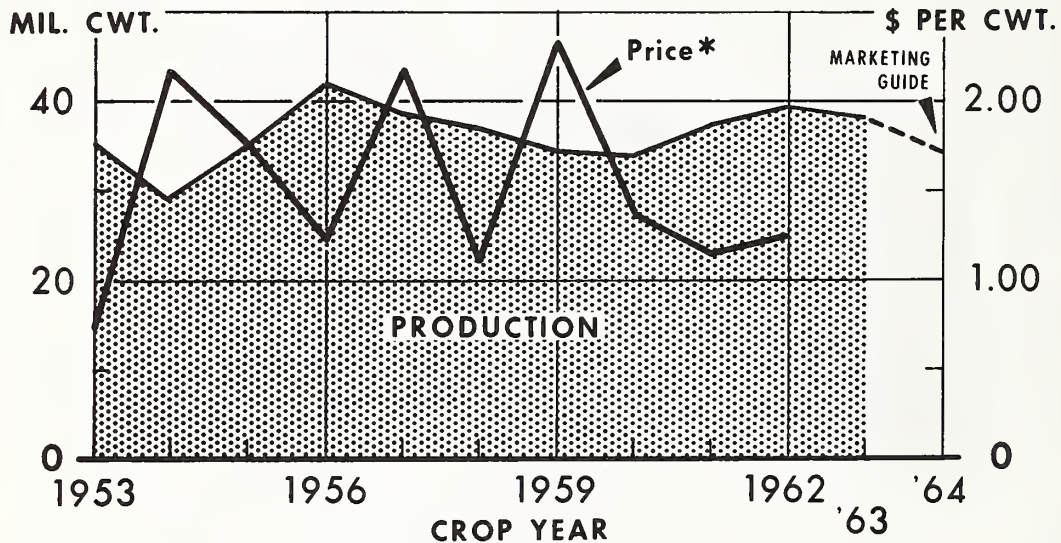
DATA FOR MAJOR STATES

Charts on potato production and prices received by farmers in major producing states are shown on pages 27 through 36. Data for each State are shown in the table accompanying each chart.



<u>Idaho Potatoes:</u>	<u>Average, 1953-62</u>	<u>1963</u>	<u>Guide, 1964</u>
Acreage planted (acres)	208,130	245,500	219,550
Yield per acre (cwt.)	194	227	214
Production (mil. cwt.)	39.8	55.4	47.0
Price to growers (\$ per cwt.)	1.44	---	---
Value of sales (\$ million)	51.1	---	---

MAINE POTATOES; PRODUCTION AND PRICE



* SEASON AVERAGE PRICE RECEIVED BY FARMERS.

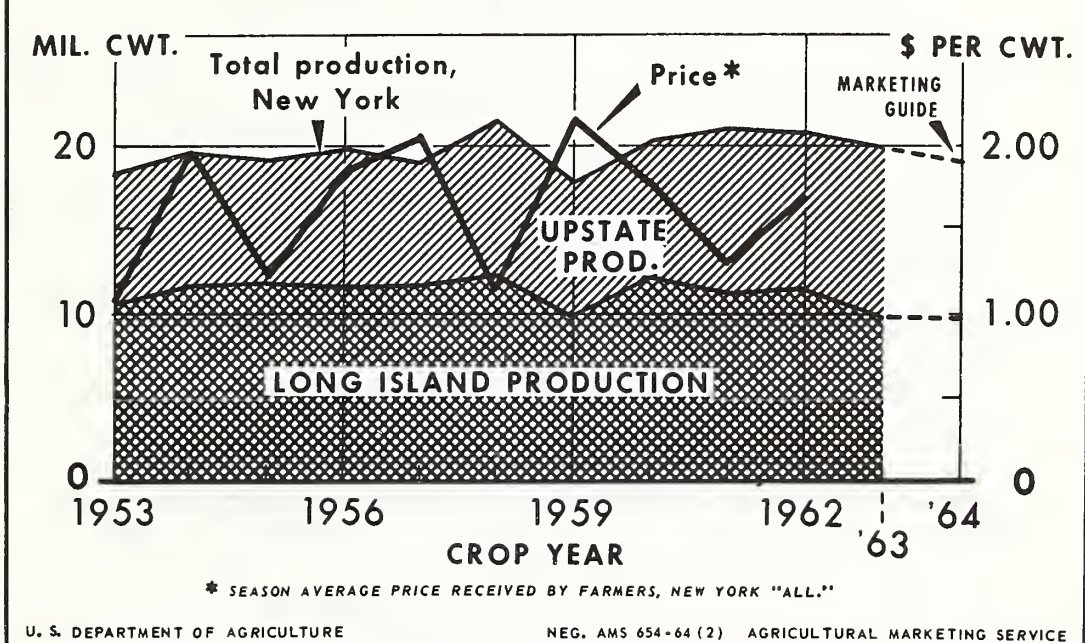
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Maine Potatoes:

	Average, 1953-62	1963	Guide, 1964
Acreage planted (acres)	144,900	142,000	128,960
Yield per acre (cwt.)	249	265	264
Production (mil. cwt.)	35.9	37.6	34.0
Price to growers (\$ per cwt.)	1.52	---	---
Value of sales (\$ million)	48.2	---	---

NEW YORK POTATOES; PRODUCTION AND PRICE



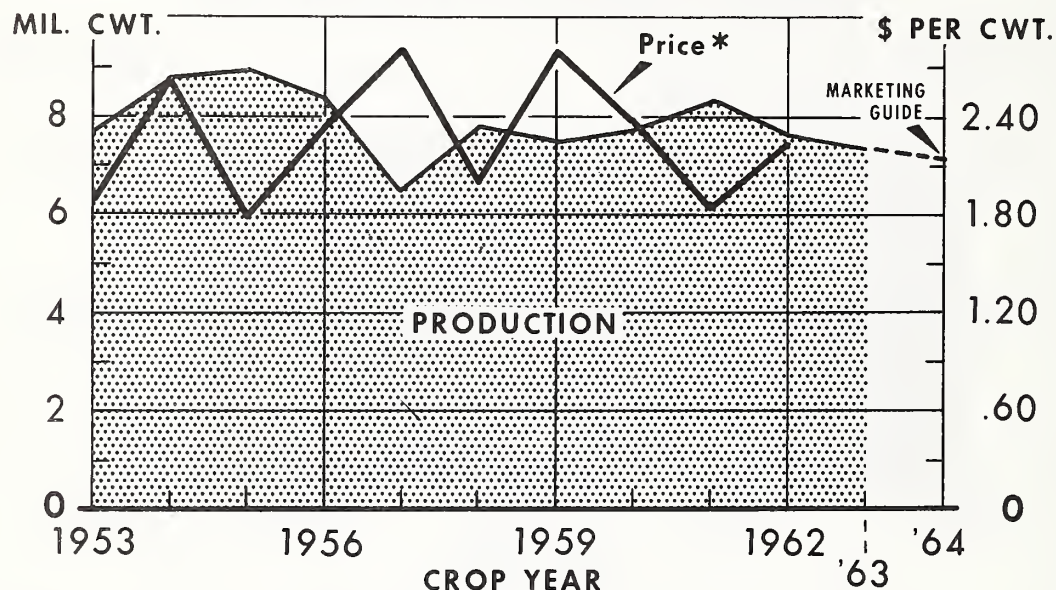
Long Island Potatoes:

	Average, 1953-62	1963	Guide, 1964
Acreage planted (acres)	48,800	37,000	35,430
Yield per acre (cwt.)	236	266	276
Production (mil. cwt.)	11.4	9.8	9.8
Price to growers (\$ per cwt.)	1.45	---	---
Value of sales (\$ million)	15.9	---	---

Upstate, New York Potatoes:

	Average, 1953-62	1963	Guide, 1964
Acreage planted (acres)	44,050	44,000	38,200
Yield per acre (cwt.)	192	230	228
Production (mil. cwt.)	8.4	10.1	8.7
Price to growers (\$ per cwt.)	1.88	---	---
Value of sales (\$ million)	13.0	---	---

PENNSYLVANIA POTATOES; PRODUCTION AND PRICE



* SEASON AVERAGE PRICE RECEIVED BY FARMERS.

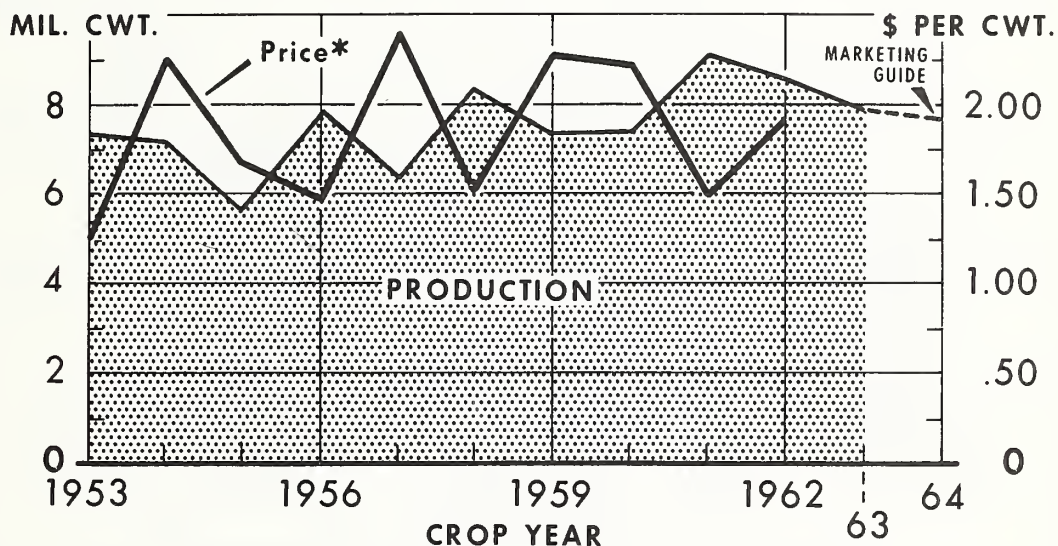
U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 653-64 (2) AGRICULTURAL MARKETING SERVICE

Pennsylvania Potatoes:

	<u>Average, 1953-62</u>	<u>1963</u>	<u>Guide, 1964</u>
Acreage planted (acres)	47,100	38,000	35,830
Yield per acre (cwt.)	174	194	199
Production (.mil. cwt.)	7.9	7.4	7.1
Price to growers (\$ per cwt.)	2.26	---	---
Value of sales (\$ million)	14.9	---	---

MICHIGAN POTATOES; PRODUCTION AND PRICE



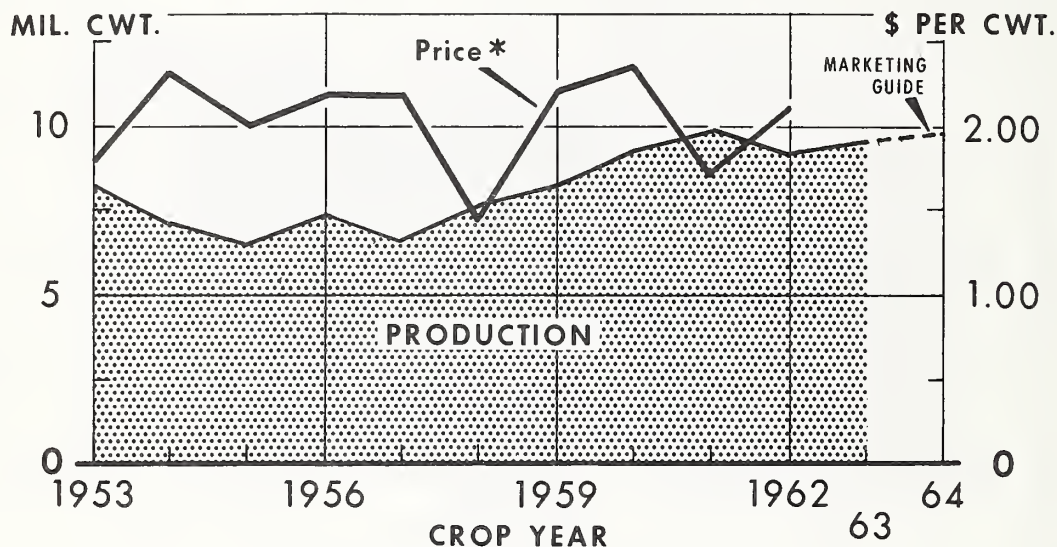
* SEASON AVERAGE PRICE RECEIVED BY FARMERS.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 648-64 (2) AGRICULTURAL MARKETING SERVICE

<u>Michigan Potatoes:</u>	<u>Average, 1953-62</u>	<u>1963</u>	<u>Guide, 1964</u>
Acreage planted (acres)	52,690	46,800	41,930
Yield per acre (cwt.)	147	171	183
Production (. mil.cwt.)	7.5	7.9	7.7
Price to growers (\$ per cwt.)	1.84	---	---
Value of sales (\$ million)	10.6	---	---

WISCONSIN POTATOES; PRODUCTION AND PRICE

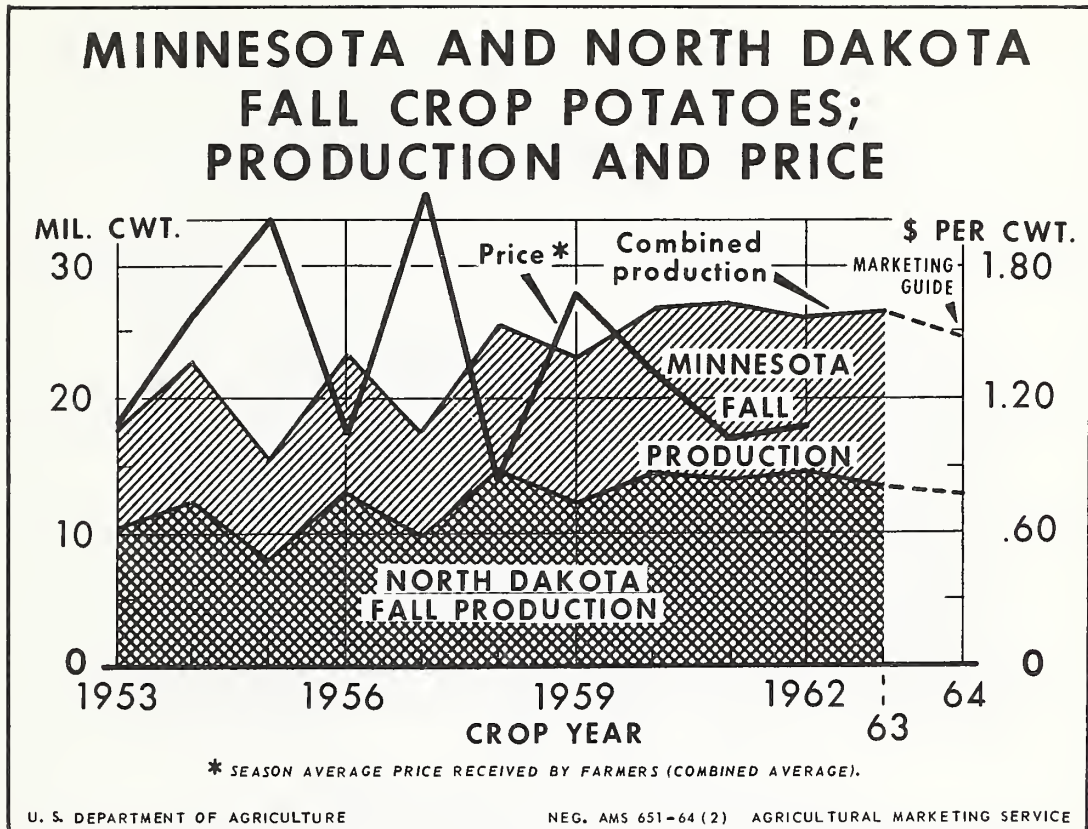


* SEASON AVERAGE PRICE RECEIVED BY FARMERS.

U. S. DEPARTMENT OF AGRICULTURE

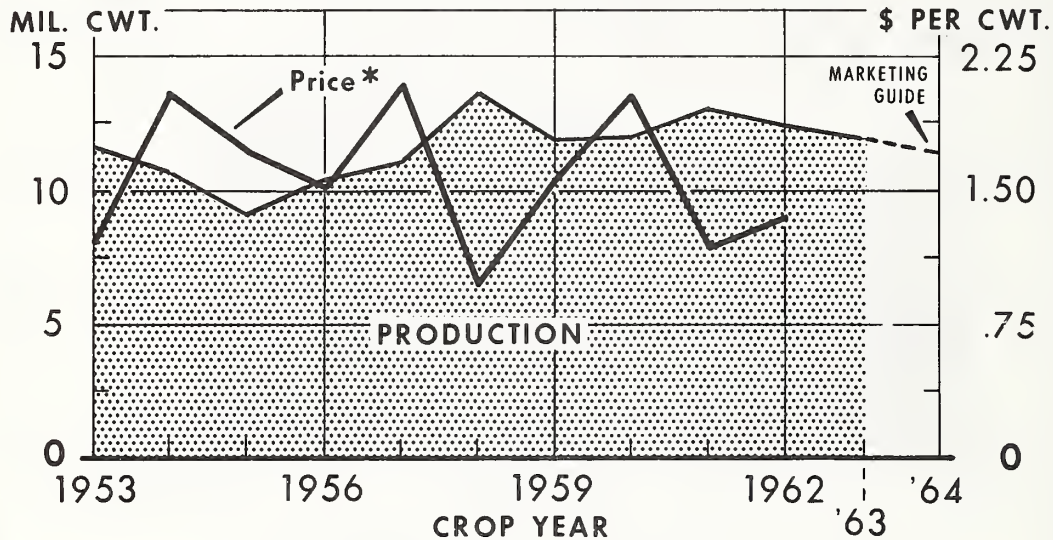
NEG. AMS 655-64 (2) AGRICULTURAL MARKETING SERVICE

<u>Wisconsin Potatoes:</u>	<u>Average, 1953-62</u>	<u>1963</u>	<u>Guide, 1964</u>
Acreage planted (acres)	53,100	54,000	47,570
Yield per acre (cwt.)	161	179	207
Production (mil.cwt.)	8.4	9.5	9.8
Price to growers (\$ per cwt.)	2.03	---	---
Value of sales (\$ million)	13.7	---	---



	Average, 1953-62	1963	Guide, 1964
<u>North Dakota Potatoes:</u>			
Acreage planted (acres)	107,400	116,000	103,960
Yield per acre (cwt.)	120	117	125
Production (mil. cwt.)	12.3	13.3	13.0
Price to growers (\$ per cwt.)	1.34	---	---
Value of sales (\$ million)	12.9	---	---
<u>Minnesota Fall Potatoes:</u>			
Acreage planted (acres)	93,600	105,000	93,980
Yield per acre (cwt.)	116	130	123
Production (mil. cwt.)	10.1	13.1	11.6
Price to growers (\$ per cwt.)	1.43	---	---
Value of sales (\$ million)	11.1	---	---

COLORADO POTATOES; PRODUCTION AND PRICE



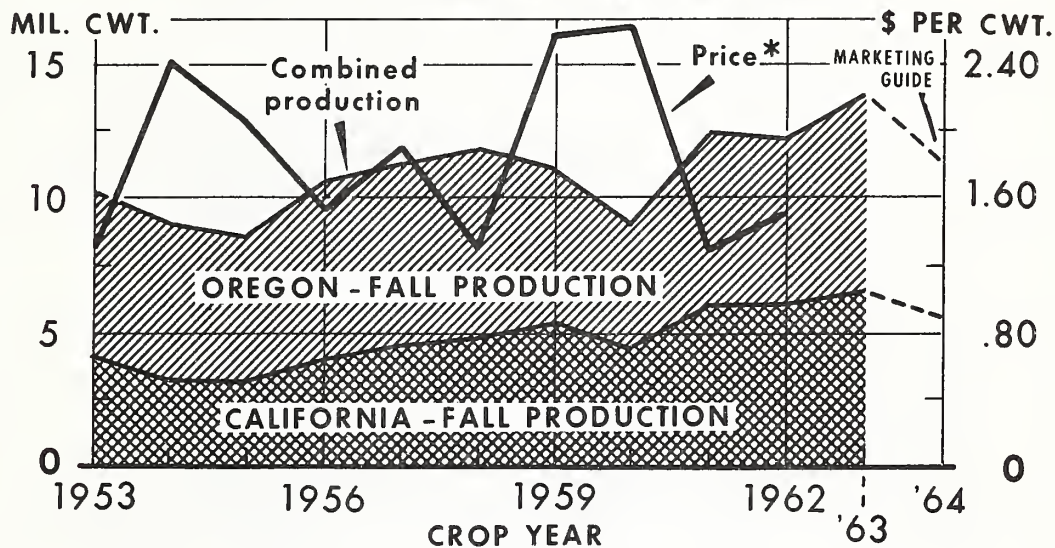
* SEASON AVERAGE PRICE RECEIVED BY FARMERS.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 650-64 (2) AGRICULTURAL MARKETING SERVICE

<u>Colorado Potatoes:</u>	<u>Average, 1953-62</u>	<u>1963</u>	<u>Guide, 1964</u>
Acreage planted (acres)	57,880	56,000	52,880
Yield per acre (cwt.)	204	219	214
Production (mil. cwt.)	11.5	11.8	11.3
Price to growers (\$ per cwt.)	1.56	---	---
Value of sales (\$ million)	14.6	---	---

OREGON AND CALIFORNIA; FALL CROP POTATO PRODUCTION, AND OREGON PRICE



* SEASON AVERAGE PRICE RECEIVED BY OREGON FARMERS.

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NEG. AMS 649-64 (2) AGRICULTURAL MARKETING SERVICE

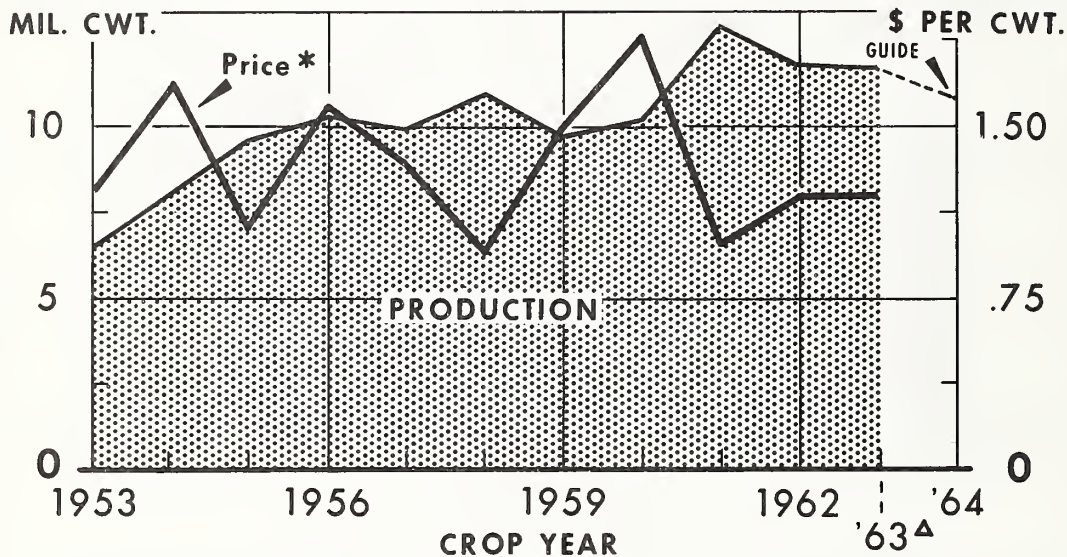
Oregon Fall Potatoes:

	Average, 1953-62	1963	Guide, 1964
Acreage planted (acres)	25,950	27,000	22,950
Yield per acre (cwt.)	236	265	255
Production (mil. cwt.)	6.1	7.2	5.9
Price to growers (\$ per cwt.)	1.84	---	---
Value of sales (\$ million)	9.3	---	---

California Fall Potatoes:

	Average, 1953-62	1963	Guide, 1964
Acreage planted (acres)	18,410	24,500	20,830
Yield per acre (cwt.)	244	270	265
Production (mil. cwt.)	4.5	6.6	5.5
Price to growers (\$ per cwt.)	2.10	---	---
Value of sales (\$ million)	8.4	---	---

WASHINGTON POTATOES; PRODUCTION AND PRICE



* SEASON AVERAGE PRICE RECEIVED BY FARMERS.

△ PRELIMINARY.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 656-64 (2) AGRICULTURAL MARKETING SERVICE

Washington Potatoes:

	Average, 1953-62	1963	Guide, 1964
Acreage planted (acres)	36,400	38,000	34,920
Yield per acre (cwt.)	274	308	305
Production (mil. cwt.)	9.9	11.7	10.6
Price to growers (\$ per cwt.)	1.33	---	---
Value of sales (\$ million)	11.8	---	---

POTATOES - 1963

Storage stocks held by growers and local dealers on January 1, 1963, totaled 117.2 million hundredweight. This was 6 percent less than the record holdings a year earlier but 16 percent above the 1957-61 average. With Section 32 programs authorized in December, 1962, movement to Section 32 outlets began in January, 1963. From approximately January 1, 1963 to late in May, total diversions of storage potatoes amounted to 6.2 million hundredweight, approximately 5 percent of the January 1 inventory.

In spite of a high rate of disappearance in the late winter and early spring of 1963, market tone for potatoes was weak; average price received by farmers in the January-April period ranged from \$1.40 to \$1.61 per hundredweight or from 61 to 70 percent of parity. Accentuating the imbalance of storage supplies in the spring of 1963 were record holdings of frozen French fried potatoes, and a record production of early spring potatoes in Florida.

Total late spring production in 1963 was large and 10 percent more than in 1962. In California, where the bulk of the late spring production originates, the crop was late. This helped to reduce pressure of supplies during April and May, but provided a threat of greater than normal bunching in California shipments during June. Shipments from storage areas, particularly from Maine, Idaho, the Red River Valley, Colorado and Oregon continued heavy during May. Marketings from Maine were heavy also throughout June; approximately 3,500 carlots moved from the State during the month. Growers' prices showed little strength during May and the first half of June, averaging \$1.62 per hundredweight.

During the last half of June, market prices showed significant improvement. This was due partly to the tapering off of supplies from storages and of early spring shipments. In addition, total early summer production was in close balance with needs. But prices began to weaken early in July when ample supplies of potatoes moving from California were supplemented by shipments originating in North Carolina and Virginia. Early in July, the Department announced a program to buy potatoes in Southeastern States. Shortly thereafter, when rains slowed harvests in competing areas market tone improved and as a result, USDA purchases amounted to only 4,900 hundredweight.

Early and late summer production combined in 1963 was close to the USDA marketing guide recommendation. Potato prices peaked in August, and growers' prices averaged 103 percent of parity. Because of the strong late summer market, growers on Long Island and Washington were able to increase rate of harvest and dug some fields intended for fall harvest.

With harvest of the large 1963 fall crop, supplies again exceeded needs, and prices received by farmers during the fall and early winter of 1963-64 averaged at relatively low levels. In October, 1963, Section 32 diversion assistance was authorized for fall crop potatoes. Diversion programs for 1963 fall crop potatoes were activated in northern California, Oregon, Idaho, Washington, Montana and Utah. As of early February, 1964, diversions in the six western States combined amounted to 3.5 million hundredweight.

In 1963, growers reduced total plantings by 31,900 acres. Total plantings amounted to 1,375,900 acres, 2 percent less than in 1962. Yield per harvested acre was a record 202.5 hundredweight. This compared with 193.8 hundredweight in 1962 and the 1957-61 average of 186.0. The record production per acre was due largely to mild fall weather which resulted in an extended growing season in western fall producing areas. Total production was 275.5 million hundredweight. This was the third largest crop of record, and 3 percent more than in 1962, and 5 percent more than the 1957-61 average. Fall producing areas accounted for 71 percent of the total production in 1963. In 1963, Idaho, Maine, California and New York, in that order, were the leading States in production; and the combined production in these States accounted for almost 52 percent of the U.S. crop.

POTATOES - 1964

Total utilization of 1963 fall crop potatoes during January, 1964 was estimated to be 9 percent larger than during January, 1963, according to the Crop Reporting Board. Indicated movement to fresh market outlets, to potato chippers and to other food processors was more than a year earlier, as was utilization by starch plants and by livestock feeders.

Disappearance of fall crop potatoes from time of harvest to February 1, 1964 was 105.1 million hundredweight. This compared with 97.6 million in the like period of 1962-63, and the record disappearance of 107.4 million hundredweight in 1961-62.

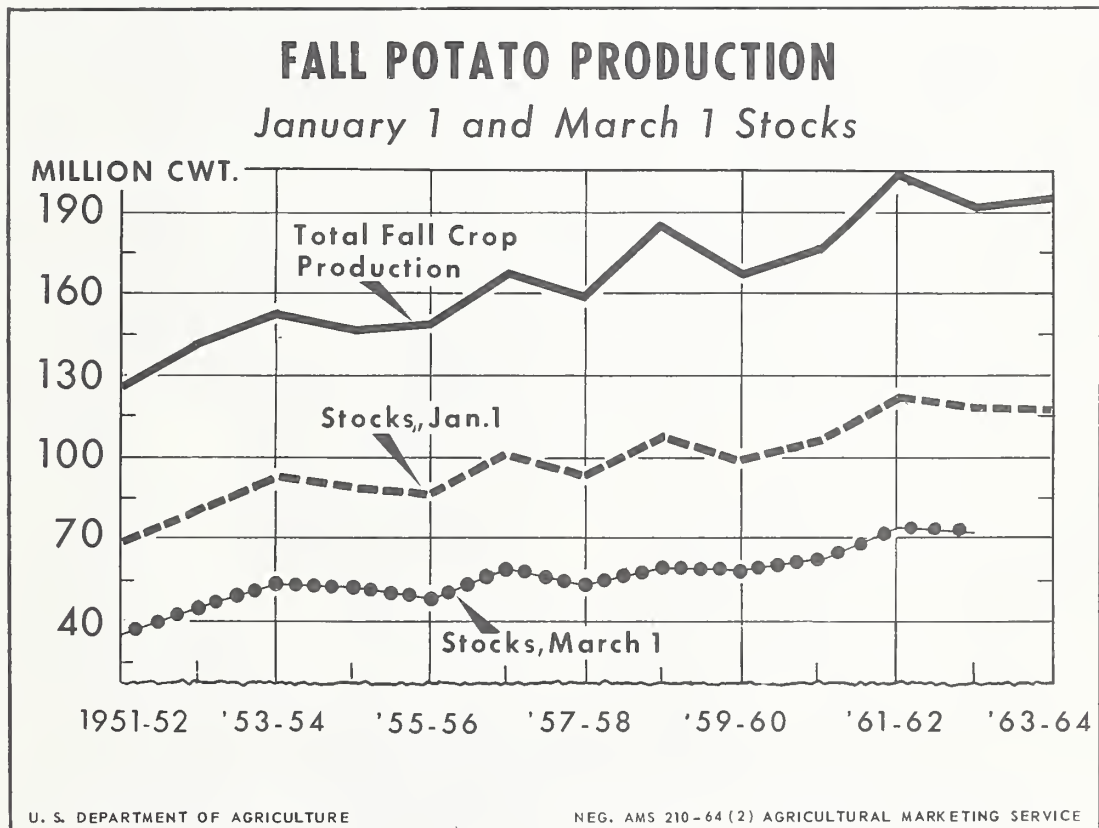
As of February 1, 1964 total stocks of fresh fall potatoes held in storages amounted to 90.8 million hundredweight. This was 3 percent less than the 93.5 million hundredweight estimated a year earlier but 10 percent more than the 1958-62 February 1 average of 82.8 million. In the East, where stocks consist mostly of round white varieties, February 1 holdings were 13 percent below 1963. In the Central States, where both round white and round red varieties are available, total stocks were down 3 percent. But in the West, where the most of the supply consists of the Russet Burbank variety, total stocks were 8 percent more.

Although current stocks of storage potatoes are large, disappearance of supplies will accelerate and will peak in the late winter and early spring when seed purchases will complement sales in food outlets. Into mid-spring, week-by-week improvement is expected in the balance of supplies with market needs. As indicated in the chart on the next page, the bulk of the storage

crop is disposed of by March 1. A significant portion of the March 1 inventory will eventually be used for seed. Growers are expected to continue to divert culls and low-grade potatoes to starch and livestock feed outlets.

In California and Florida, supplies of 1964 crop winter potatoes are relatively small. Most of the winter production will be marketed by April 1. Market tone for winter supplies is expected to continue strong. As of February 1, 1964, stocks of frozen French fried potatoes amounted to 251.6 million pounds. This was 7 percent more than a year earlier. The bulk of the current stocks of frozen potatoes are held in storages in the Mountain and Pacific regions and in New England. Generally, frozen French stocks increase during winter and peak in the spring.

Growers report intentions to plant in 1964 a total spring acreage 10 percent less than in 1963. If growers follow through on the acreage intentions and if normal yields are obtained, the resulting spring production in 1964 would be in good balance with needs. Similarly, growers of early summer potatoes report intentions to plant in 1964 a total acreage 6 percent less than in 1963.



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Potatoes: Rank of Major States in Acreage and Production in 1963

State and rank		Percentage of U. S. acreage harvested	State and rank		Percentage of U. S. production
1.	Idaho	18.0	1.	Idaho	20.1
2.	Maine	10.4	2.	Maine	13.7
3.	North Dakota	8.4	3.	California	10.9
4.	Minnesota	7.9	4.	New York	7.2
5.	California	7.2	5.	Minnesota	5.1
6.	New York	6.0	6.	North Dakota	4.8
7.	Colorado	4.0	7.	Colorado	4.3
8.	Wisconsin	3.9	8.	Washington	4.2
9.	Michigan	3.4	9.	Oregon	3.5
10.	Washington*	2.8	10.	Wisconsin	3.4
10.	Pennsylvania*	2.8	11.	Michigan	2.9
12.	Oregon	2.7	12.	Pennsylvania	2.7
13.	Florida	2.6	13.	Florida	2.3
14.	Virginia	2.2	14.	New Jersey	1.5
15.	North Carolina	1.6	15.	Virginia	1.3
16.	Alabama	1.6	16.	North Carolina	1.1
17.	Texas	1.4	17.	Texas	1.0
18.	New Jersey	1.2	18.	Alabama	.9
19.	Ohio	1.0	19.	Ohio	.9
20.	Nebraska	.9	20.	Arizona	.9
Sub-total		90.0	Sub-total		92.7
Other States		10.0	Other States		7.3
Total		100.0	Total		100.0

* Tied for 10th in rank in acreage harvested.